



April is Child Abuse Prevention Month

Help Us Build Awareness and Protect Washington Children

CAP MONTH COMMUNITY FACT SHEET

The following examples from community campaign partners show how you can help support children in Washington during Child Abuse Prevention Month:

- In 2003, **Children's Hospital and Regional Medical Center** provided a feature article that reached a circulation of 40,000 readers in their "Good Growing" newsletter. Hospital employees also received information in their paychecks, reaching an additional 3000 people.
- In keeping with the "Keep Kids Safe" campaign message, the **Salvation Army** implemented a new background check process in 2003 to identify criminal histories of adults who work with children. This new process helped to remove several potential at-risk adults from programs throughout the state.
- **Parent Trust for Washington Children** reaches over 1500 families each year with prevention information and distributes blue ribbons year around in an effort to make every month Child Abuse Prevention Month.
- **King County Dependency CASA** has focused on securing media coverage. One success has been an annual one-hour roundtable conversation on child abuse prevention televised by the Trinity Broadcast Network aired several times throughout April. Another is getting the County Executive to issue a proclamation supporting Child Abuse Prevention Month.
- **WCPCAN** utilizes its web site www.wcpcan.wa.gov to provide Child Abuse Prevention Month information via an on-line Tool Kit that includes the capacity to order products electronically. In one month, WCPCAN had over 1700 visitors to its site and has provided resources to over 180 organizations throughout the state. In 2002, WCPCAN counted 35 of 39 counties with CAP month activities.
- **Washington State CASA** makes Child Abuse Prevention Month information available to all of their volunteers who serve over 6,500 children throughout the state. In 2003, CASA volunteers in Longview worked with the Longview Herald newspaper to distribute over 50,000 blue ribbons to their readers.

Each and every one of us can help make a difference in the life of a child.

Please consider involving your organization in the fight to end child abuse and neglect in Washington by becoming a Child Abuse Prevention Month partner.

The Blue Ribbon Story

In the spring of 1989, a Virginia grandmother, Bonnie Finney, began the blue ribbon campaign as a tribute to her grandson. The three-year-old died at the hands of his mother's abusive boyfriend. Since that time, concerned citizens all over the country have worn the blue ribbon as a symbol of the need to prevent child abuse and neglect.

Please wear the blue ribbon during April to show your support for children and families.

For more information about how to prevent child abuse and neglect, call the Washington Council for Prevention of Child Abuse and Neglect at (206) 464-6151 or visit our website at www.wcpcan.wa.gov.

Our Mission:

To increase public awareness about child neglect and abuse through the Washington State Blue Ribbon Campaign to "Keep Kids Safe."